

LISTING OF CLAIMS

1. (Original) An apparatus for interactive media display comprising:
 - a central controller to provide content items for display on a screen;
 - a player controller for receiving the content items from the central controller through a network; and
 - a screen for displaying content specified by the player controller,wherein at least one of the central controller and the player controller is responsive to a user communication device operable by a user to select the content items for display.
2. (Original) The apparatus of claim 1 wherein the screen is one of a cathode ray tube display, a liquid crystal display, a plasma display, an organic light-emitting diode display, an electronic ink display, and a projection screen display.
3. (Original) The apparatus of claim 1 wherein the user device is a portable communication device.
4. (Original) The apparatus of claim 3 wherein the user device is one of a mobile phone, a GSM phone, a fixed line telephone, a handheld computer with wireless data capability, a DTMF-generating apparatus associated with a telephone voice input, and a remote control having an infrared (IR) transmitter.
5. (Original) The apparatus of claim 1 wherein the user device generates DTMF tones to direct operation of the central controller.
6. (Original) The apparatus of claim 1 wherein the user device generates SMS messages to direct operation of the central controller.
7. (Original) The apparatus of claim 1 wherein the user device generates MMS messages to direct operation of the central controller.

8. (Original) The apparatus of claim 1 wherein the central controller executes a program whose output displays at the screen.
9. (Original) The apparatus of claim 1 wherein the central controller displays predetermined material when a user is not selecting content items for display on the screen.
10. (Original) The apparatus of claim 1 further comprising a second screen for the receipt of content items selected by a user via the user device.
11. (Original) The apparatus of claim 10 wherein the second screen is mounted on a mobile phone device.
12. (Original) The apparatus of claim 10 wherein the second screen is mounted on the user device.
13. (Original) The apparatus of claim 1 wherein the content item is at least one of a live TV channel, a pre-recorded program, a song, a music video, a still image, a virtual billboard, or a multiplayer interactive game.
14. (Original) The apparatus of claim 1 wherein the content item is a pointer to at least one of a live TV channel, a pre-recorded program, a song, a music video, a still image, a virtual billboard, or a multiplayer interactive game.
15. (Original) A method for interactive media display comprising:
 providing a plurality of content items organized as a playlist;
 causing sequential display of the items on a screen;
 receiving a command from a remote source;
 processing the received command; and
 displaying a new content item in response to the received command.

16. (Original) The method of claim 15 further comprising providing a content item to a user device in response to the received command.

17. (Original) The method of claim 16 wherein the provided content item is at least one of ringtones, WAP content, graphics, and data.

18. (Original) The method of claim 15 wherein the content item displayed in response to the received command is provided to a second screen.

19. (Original) The method of claim 18 wherein the second screen is mounted on a mobile phone device.

20. (Original) An apparatus for the generation of an interactive media display comprising:

- a content system for the creation of a playlist of content items;

- a network interface for providing the playlist to a display system; and

- a display system comprising:

- a central controller to provide content items for display on a screen;

- a player controller for receiving the content items from the central controller through a network; and

- a screen for displaying content specified by the player controller.

21. (Original) The apparatus of claim 20 wherein the playlist is transmitted to the central controller for storage.

22. (Original) The apparatus of claim 20 further comprising a second screen for the provision of content items selected by a user.

23. (Original) The apparatus of claim 22 wherein the second screen is mounted on a mobile phone device.

24. (Original) An apparatus for interactive media display comprising:

a player controller in communication with a network, the player controller receiving content items transmitted from a remote database server;
a screen in communication with the player controller, the screen displaying the received content items;
a user device for selecting a content item from a menu of content items displayed on the screen; and
a computational module that receives information from the user device and selects a content item for display on the screen in response to the received information.

25. (Original) The apparatus of claim 24 further comprising a locker module for storing previously requested content items.

26. (Original) The apparatus of claim 24 wherein the information received from the user device is provided in XML format.

27. (Original) The apparatus of claim 24 wherein the information received from the user device includes a start time and a reception channel for the desired content.

28. (Original) The apparatus of claim 24 further comprising a second screen for the provision of content items selected by a user.

29. (Original) The apparatus of claim 28 wherein the second screen is mounted on a mobile phone device.

30. (Original) The apparatus of claim 28 wherein the second screen is mounted on the user device.

31. (Original) A method for interactive media display comprising:
indicating, on a display screen, a plurality of selectable content items;

receiving a transmission over a network in response to a command transmitted by a portable communication device, the transmission including a specification of at least one of the content items; and
facilitating display of the at least one content item on a display device associated with the portable communication device.